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ABSTRACT

Employment in eating and beverage establishments has grown tremendously in Louisiana. In 1940, United States Census figures showed that 18,400 were employed in the industry, and by 1969, the number had increased to 31,000. The situation in Louisiana may not be typical of other states because of a sharp increase in catering services to offshore oil and gas barge operations in that state. Men are used almost exclusively for purchasing, preparing, and delivering food for this type of catering service. In 1958, males accounted for only 37 percent of the work force, and by 1968, the percentage rose to 43 percent. Total employment for all retail trade was 129,800 in 1958 and 160,900 in 1968. Employment in eating and beverage establishments accounted for 19 percent of retail trade employment in 1958 and 20 percent in 1968. Employment figures in 1968 for 15 of the major occupations in eating and beverage establishments are given, with projections for 1975. (BC)

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EMPLOYMENT TRENDS

EATING AND BEVERAGE ESTABLISHMENTS

1958 TO 1968

LOUISIANA

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PREFACE

A tremendous amount of material is available on the Louisiana economy and some industry divisions have been reviewed in considerable detail. However, it does not seem that eating and beverage establishments have been covered. At least, a search for something on this subject has produced no formal monograph. This applies not only to Louisiana, but apparently is national in scope. There is a lack of both governmental and non-governmental publications on eating and beverage establishments in the composite.

This condition presents a paradox when reviewed in the light of important and unimportant economic activities. How significant, for example, is the eating and beverage industry? Well prepared food at reasonable prices to the traveler or the person who eats out is likely to be no less important than his car, his clothes or his insurance policy.

Properly evaluating economic activity and progress involves a great deal more than evaluating such indicators as number of people employed, payrolls and production output. Statistical items become meaningful when blended with the cultural background of the people surveyed. This point can be illustrated by giving two different individuals identical statistical tables, for a given area. To the person who has no knowledge of the area, the table would probably appear sterile. To the other person, well acquainted with the area, the table might conceivably be both informative and colorful.

The various cultures of the world have produced unique foods and beverages and distinct atmospheres for serving them, often accompanied with certain ceremonies. The recent Hemisphere in San Antonio accentuated this fact. Many different types of foods and beverages were available in the various traditional atmospheres.

Eating and beverage establishments in Louisiana reflect diverse cultural patterns, particularly the French, the Spanish, the American Indian, the Afro-American and others. The delicacy of French cooking has been influenced by the Spanish love for pungent seasoning, the use of herbs and vegetables by the American Indian and the natural talents of the Afro-American in mixing and baking foods.

Louisiana cooking, accented by Creole drip coffee, is unique nationally and internationally. Early Louisiana restaurateurs, particularly in South Louisiana, were largely Spanish and much emphasis was placed on drink. Taverns ranged from the very sedate to the boisterous. Some were fronts for pirates. A wide variety of spirits was served including domestic and imported brands.

For the many dishes that were becoming distinctly Louisianan, there was heavy dependence on French and Spanish olive oil, wines, liquers, anchovies, raisins, prunes, cheese and vermicilli. This is only a partial list of items imported, but is a clue to the international phase of eating and beverage establishments in the earliest history of Louisiana. One writer stated that every corner of the world was searched for ingredients to be used in the perpetual experimentation for new flavors in cookery.

There are many eating and beverage establishments in Louisiana today that have won world-wide acclaim. Some of them date back to the dawn of the nation's birth. These are good cultural indices that express the state's rich heritage in gracious living.

PRIMARY CULTURAL PATTERNS THAT HAVE INFLUENCED
FOOD AND BEVERAGE PREPARATION IN LOUISIANA

FRENCH:	Delicacy and Balancing (Not to omit breads and pastries)
SPANISH:	Spices and Pungent Seasoning
AMERICAN INDIAN:	Herbs and Vegetables (Most of them unknown in Europe until after Columbus)
AFRO-AMERICAN:	Natural Talents in Mixing and Blending Foods
OTHERS:	Distinct Menus and Atmospheres

EMPLOYMENT IN EATING
AND BEVERAGE ESTABLISHMENTS

Employment Trends
Have B e e n Upward

In Louisiana, as in the rest of the nation, the employment trends have been upward in eating and beverage establishments. To a very considerable extent, tourists and commercial travelers have been responsible for this expansion. Dining out is becoming very popular and entertaining in restaurants and taverns, in lieu of private homes, has gained considerable favor. This is partially borne out by the U. S. Census for Louisiana for 1940 which showed 18,400 employed in this industry and in 1969 the figure had grown to 31,000. (The Census data include self-employed and family workers, which are not included in the wage and salaried workers, the totals of which are estimated and released by this department.)

Economic Interaction

All economic activities are interrelated and interacting. Eating and beverage establishments operate because of trade, processing, manufacturing and other functions. Likewise, a portion of manufacturing, trade and other performances can be traced, in varying degrees of directness, to the existence of restaurants, taverns and similar enterprises.

International Trade

The type of economic analysis, touched upon above, can be carried into the rapidly growing channels of international trade of which this

state is justly proud. It has been mentioned that eating and beverage establishments were responsible for the importation of a wide variety of items before the American Revolution. Currently, many items brought into the Gulf ports are consigned directly and indirectly to eating and beverage establishments.

Various types of foods and beverages, prepared in Louisiana, are finding increasing favor in foreign countries. Future prospects appear promising.

Employment with Respect to Seasonality, 1958-1968

Seasonality, based on employment, is very slight in eating and beverage establishments in this state. The table which follows shows the average of each calendar month from 1958 to 1968. With minor exceptions, employment tends to rise gradually with the start of the year toward the end of the year. For the ten year period, the average December employment was 1,100 higher than the average January employment.

Month	Average Employment	Month	Average Employment
January	25,600	July	26,500
February	25,700	August	26,600
March	25,800	September	26,600
April	26,200	October	26,600
May	26,500	November	26,600
June	26,600	December	26,700

Employment According to Sex, 1958-1968

General observations will indicate that female employees are more predominant than male in the eating and beverage establishments. However, the trend, at least for the period under review, has been toward more male

employees entering these types of businesses. The rise in total employment has, at the same time, brought about a greater participation in eating and beverage establishments by men.

It is very possible that this situation in Louisiana may be somewhat different than in other states. There has, for example, been a sharp increase in catering services to offshore barge operations, used in the oil and gas industry. These activities are handled almost exclusively by men, from the purchasing and preparation of foods, until ultimate delivery. Also, various types of food services, popularly known as "hamburger stands" have swung toward the hiring of men, rather than women. Just a few years ago, the reverse was true. The physical demands for this type of work are heavy and may be the main reason for the shift.

These conclusions are statistically supported. In 1958 males accounted for 37 percent of the work force in eating and beverage establishments, statewide and by 1968 the percentage had risen to 43. Conversely, female employment dropped from 63 percent to 57 percent.

Ratio of Male/Female
Employees Varies
Geographically

According to the U. S. Census Reports for the year 1960, the heaviest concentration of male workers in eating and beverage establishments was in New Orleans. Other information will be noted in the summary, which follows:

Area	Total Employment	Percentage	
		Male	Female
State	31,016	38.0	62.0
New Orleans	10,637	49.1	50.9
Shreveport	2,580	30.3	69.7
Baton Rouge	2,296	43.8	56.2
Lake Charles	1,325	30.1	69.9
Monroe	1,146	31.7	68.3

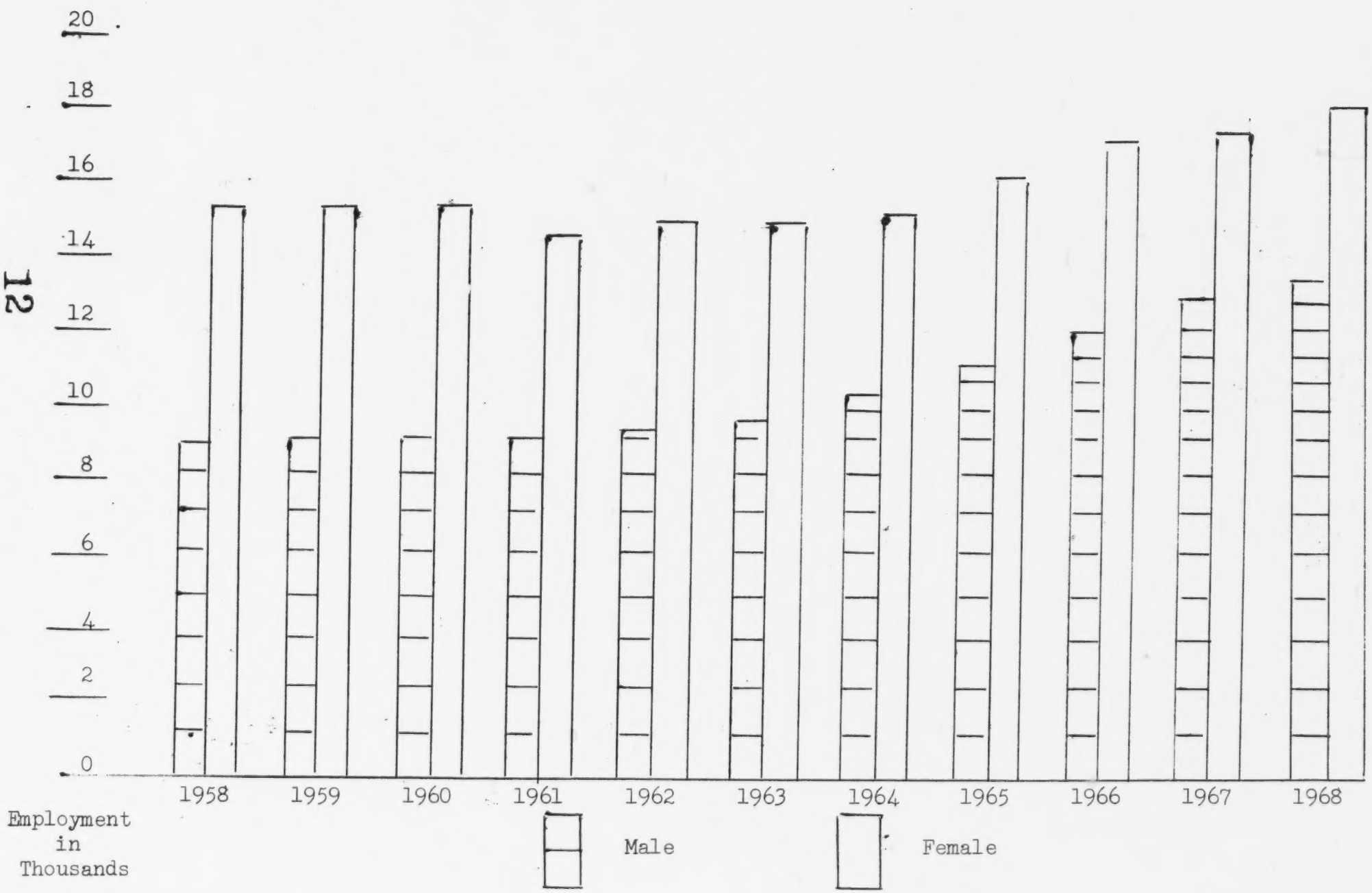
TABLE 1
TOTAL EMPLOYMENT OF WAGE AND SALARIED WORKERS IN
EATING AND BEVERAGE ESTABLISHMENTS, BY QUARTERS AND SEX
1958 - 1968, LOUISIANA

YEAR & DESCRIPTION	EMPLOYMENT 1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual Average	PERCENT MALE & FEMALE
1958						
Total	24,700	24,600	24,400	24,300	24,500	100.0
Male	9,100	9,100	9,000	9,000	9,000	36.7
Female	15,600	15,500	15,400	15,300	15,500	63.3
1959						
Total	24,200	24,100	24,500	24,800	24,400	100.0
Male	9,100	9,100	9,200	9,200	9,100	37.2
Female	15,100	15,000	15,300	15,600	15,300	62.8
1960						
Total	24,400	24,600	24,300	24,000	24,400	100.0
Male	9,300	9,300	9,200	9,100	9,200	37.8
Female	15,100	15,300	15,100	14,900	15,200	62.2
1961						
Total	23,600	23,900	24,000	24,100	23,900	100.0
Male	9,100	9,200	9,300	9,300	9,200	38.5
Female	14,500	14,700	14,700	14,800	14,700	61.5
1962						
Total	24,000	24,300	24,800	24,700	24,500	100.0
Male	9,400	9,500	9,700	9,700	9,600	39.2
Female	14,600	14,800	15,100	15,000	14,900	60.8
1963						
Total	24,200	24,600	24,700	24,400	24,500	100.0
Male	9,600	9,800	9,800	9,700	9,700	39.6
Female	14,600	14,800	14,900	14,700	14,800	60.4
1964						
Total	24,400	25,400	25,700	25,900	25,400	100.0
Male	9,900	10,300	10,400	10,500	10,300	40.5
Female	14,500	15,100	15,300	15,400	15,100	59.5

TABLE 1
TOTAL EMPLOYMENT OF WAGE AND SALARIED WORKERS IN
EATING AND BEVERAGE ESTABLISHMENTS, BY QUARTER AND SEX
1958 - 1968, LOUISIANA---Continued

YEAR & DESCRIPTION	EMPLOYMENT 1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Annual Average	PERCENT MALE & FEMALE
1965						
Total	26,000	27,200	27,300	27,700	27,000	100.0
Male	10,600	11,100	11,200	11,400	11,000	40.7
Female	15,400	16,100	16,100	16,300	16,000	59.3
1966						
Total	27,700	29,000	30,000	29,900	29,100	100.0
Male	11,500	12,000	12,500	12,400	12,000	41.2
Female	16,200	17,000	17,500	17,500	17,100	58.8
1967						
Total	29,300	31,000	31,000	30,400	30,300	100.0
Male	12,400	13,100	12,900	12,800	12,800	42.2
Female	16,900	17,900	18,100	17,600	17,500	57.8
1968						
Total	29,900	31,800	32,300	32,600	31,700	100.0
Male	12,800	13,700	13,900	14,000	13,600	42.9
Female	17,100	18,100	18,400	18,600	18,100	57.1

CHART 1
EMPLOYMENT IN EATING AND BEVERAGE ESTABLISHMENTS
BY SEX, 1958 - 1968, LOUISIANA



EMPLOYMENT IN EATING AND BEVERAGE ESTABLISHMENTS COMPARED WITH RETAIL TRADE

Total employment for retail trade in 1958 was estimated at 129,800 and 160,900 in 1968. Total employment in eating and beverage establishments for 1958 was estimated at 24,500 and 31,700 for 1968. Therefore, eating and beverage establishments accounted for 19 percent of total employment in retail trade in 1958 and 20 percent in 1968. The percentage increase is probably too small to be indicative of anything in particular, but that eating and beverage establishments are multiplying is a fact that can be substantiated by casual observations in urban centers and along the highway systems.

This is a day when famous names in the entertainment and sports worlds are becoming associated with restaurants and taverns. The investment of large sums of money in chain operations of eating and beverage establishments follows careful and expert marketing research.

The interstate highway system is responsible for more people covering greater distances. This applies to both tourists and commercial travelers. The demand for food and beverage service obviously has risen accordingly.

Quality of Food and Beverage and Atmosphere

Modern eating and beverage establishments serve high quality food and drink. Skillfully prepared food and drink are usually attractively

served. Some of the larger chains and other types of establishments rely on dieticians and well-trained personnel in the selection, preparation and serving of food and beverages.

Experience and training usually means the difference between success and failure in this industry. Food, even with the most modern equipment, is highly perishable. There is always the most serious problem of how much food and drink to prepare in advance. What is the expected volume of patrons for a given meal and a given day? If, to illustrate the point, the equivalent of two hundred meals are made ready, but only one hundred patrons show up, the manager is faced with heavy loss.

The architecture and interior design of eating and beverage establishments vary greatly. Different atmospheres are attained with dramatization of Western United States, Mexico, Europe and other cultural patterns.

Stimulation is given to specialized architecture and interior decoration and many other economic activities. For example, special designs in tables, chairs and cabinets may be given to a furniture manufacturer. Appliances, refrigeration, air conditioning, dishes, utensils and many other particulars are required by new and expanding eating and beverage establishments.

TABLE 2
TOTAL EMPLOYMENT OF WAGE AND SALARIED WORKERS IN
EATING AND BEVERAGE ESTABLISHMENTS COMPARED TO TOTAL EMPLOYMENT IN RETAIL TRADE
1958 - 1968, LOUISIANA

	RETAIL TRADE		EATING AND BEVERAGE ESTABLISHMENTS		
YEAR	Employment	% Change	Employment	% Change	% Employment in Retail Trade
1958	129,800	---	24,500	---	18.8
1959	133,100	+ 2.5	24,400	- 0.4	18.3
1960	133,100	0.0	24,400	0.0	18.3
1961	129,000	- 3.0	23,900	- 2.0	18.5
1962	131,000	+ 1.5	24,500	+ 2.5	18.7
1963	133,400	+ 1.8	24,500	0.0	18.3
1964	138,700	+ 3.9	25,400	+ 3.6	18.3
1965	146,200	+ 5.4	27,000	+ 6.2	18.4
1966	154,400	+ 5.6	29,100	+ 7.7	18.8
1967	157,800	+ 2.2	30,300	+ 4.1	19.2
1968	160,900	+ 1.9	31,700	+ 4.6	19.7

DISTRIBUTION OF EATING AND
BEVERAGE ESTABLISHMENTS, BY PARISH

There were only four parishes with 100 or more establishments engaged in the eating and beverage industry, covered by the Louisiana Employment Security Law. More detailed information is indicated below:

Parish	Number of Establishments	Number of Employees
Caddo	137	1,828
East Baton Rouge	163	3,190
Jefferson	159	2,879
Orleans	515	8,673
TOTAL	974	16,570
Percentage of State Total	47.3	59.0

Eating and Beverage Establishments
Serving Alcoholic Preparations

As of May 1969 the state issued 6,630 permits and 78.9 percent of them were for eating and beverage establishments; the remainder, or 21.1 percent were for package and other types of stores where alcoholic beverages were sold to be taken out.

Less than half of all permits issued, or 49.7 percent, were for eating and beverage establishments located within incorporated places or "city limits." The balance of 50.3 percent were for establishments outside of city limits.

TABLE 3

PARISH BREAKDOWN OF AVERAGES OF NUMBER OF UNITS, EMPLOYMENT AND TOTAL PAYROLLS FOR 1968 OF EATING AND BEVERAGE ESTABLISHMENTS COVERED BY THE LOUISIANA EMPLOYMENT SECURITY LAW

PARISH	AVERAGE NO. OF UNITS	AVERAGE EMPLOYMENT	TOTAL PAYROLLS, 1968
Acadia	16	114	$ 193,698
Allen	10	84	124,688
Ascension	21	230	415,094
Assumption	5	30	47,462
Avoyelles	11	69	92,489
Beauregard	7	107	175,358
Bienville	3	22	30,505
Bossier	49	622	1,285,778
Caddo	137	1,828	4,311,156
Calcasieu	91	899	1,976,204
Caldwell	6	34	34,064
Cameron	3	42	77,129
Catahoula	*	*	*
Claiborne	5	23	29,584
Concordia	9	57	95,679
DeSoto	7	51	76,764
East Baton Rouge	163	3,190	5,971,234
East Carroll	3	39	65,425
East Feliciana	*	*	*
Evangeline	10	77	148,211
Franklin	9	46	65,014
Grant	*	*	*
Iberia	30	251	440,540
Iberville	13	143	391,431
Jackson	5	31	50,798
Jefferson	159	2,879	9,309,183
Jefferson Davis	20	140	185,300
Lafayette	74	1,135	3,029,601
Lafourche	37	251	542,945
LaSalle	3	21	26,216
Lincoln	19	310	717,518
Livingston	6	47	77,516
Madison	6	53	71,968
Morehouse	15	112	178,058
Natchitoches	17	155	347,970

TABLE 3

PARISH BREAKDOWN OF AVERAGES OF NUMBER OF UNITS,
EMPLOYMENT AND TOTAL PAYROLLS FOR 1968 OF EATING AND BEVERAGE ESTABLISHMENTS
COVERED BY THE LOUISIANA EMPLOYMENT SECURITY LAW---Continued

PARISH	AVERAGE NO. OF UNITS	AVERAGE EMPLOYMENT	TOTAL PAYROLLS, 1968
Orleans	515	8,673	$24,528,501
Ouachita	75	1,141	2,216,581
Plaquemines	20	112	262,910
Pointe Coupee	7	55	81,216
Rapides	67	776	1,513,794
Red River	6	38	45,648
Richland	15	138	221,063
Sabine	3	17	27,310
St. Bernard	14	154	338,820
St. Charles	16	87	178,976
St. Helena	NR	NR	NR
St. James	5	37	69,556
St. John the Baptist	9	145	380,186
St. Landry	56	497	938,093
St. Martin	11	78	166,719
St. Mary	41	565	2,229,664
St. Tammany	36	339	784,433
Tangipahoa	41	338	640,393
Tensas	4	33	55,003
Terrebonne	45	515	1,793,436
Union	*	*	*
Vermilion	16	136	227,234
Vernon	18	211	376,422
Washington	23	184	343,047
Webster	15	274	778,972
West Baton Rouge	12	77	167,028
West Carroll	*	*	*
West Feliciana	4	43	74,285
Winn	3	17	40,244
Multi-Parish & Catahoula, East Feliciana, Grant & West Carroll	13	276	2,616,187
TOTAL	2,059	28,048	$71,680,301

* LESS THAN 3 UNITS
NR NONE REPORTED

EMPLOYMENT AND OCCUPATIONS IN EATING AND BEVERAGE ESTABLISHMENTS

As will be noted in Table 4, employment for 1968 was estimated at 31,700 and projected to 1975 at 39,100, an increase of 7,400 or 23 percent. Beyond 1975 it is expected that there will be a leveling off of employment. Foods and beverages ready for consumption with a minimum amount of preparation and various types of equipment for self-service represent a trend that started some years ago and which seems to be gaining momentum.

Authoritative opinions have indicated that this portion of retailing is destined to undergo much more profound change than has been the case in the recent past.

Ordinarily about thirty different occupations are indicated for eating and beverage establishments. Table 4, however, is limited to fifteen occupations because of the small number of persons employed in the fuller classification.

Entertainers

Limited employment for entertainers in the eating and beverage establishments will probably continue in demand indefinitely. A few entertainers are retained permanently by the same establishments, but frequent changes are often preferred by the customers, and this means that agents have to make bookings in advance so that the entertainers will

receive the benefits of continuous employment. For 1968 the estimate was 225 entertainers and 275 for 1975.

Managers and
Proprietors

The 1968 estimate of 5,425 and the 1975 projection of 6,700 may appear too high for occupations of managers and proprietors. It must be conceded that the title "manager" or "proprietor" is not a very exact job title. A person may be designated as "fountain manager" even though he may be the sole employee. This would be considerably in contrast with the manager of a large restaurant or tavern.

It may be assumed conservatively that at least ten percent of the so-called positions of managers and proprietors are of substantial responsibility with rigid training requirements. In this group the renumeration would undoubtedly be equal to that of any other industry in jobs with equal management problems.

Stenographers, Typists
and Secretaries

The table shows that more than 100 are required. This classification is limited to those positions where stenography and related duties are considered full-time jobs. Stenographic, typing and secretarial work is frequently done by persons not so classified and these duties may be performed by the manager, his wife or some other person. This is mentioned because the stenographic and secretarial work in the total of Louisiana restaurants and beverage establishments requires a good deal more than could possibly be handled by the estimated 100 for 1968 and 125 projected for 1975.

Accounting Clerks

There were 75 in this industry as estimated for 1968 and 100 projected to 1975. Accurate accounting systems are of tremendous importance to eating and beverage establishments. Success in this facet of retail trade requires excellent management and accounting records are tools used at this level of operation.

Bookkeepers

Many of the restaurant and tavern operators and owners do their own bookkeeping or turn those tasks over to accounting and bookkeeping firms. The number of bookkeepers carried on the payrolls of eating and beverage establishments was estimated at 125 for 1968 and projected for 1975 at 150.

Cashiers

While the duties of cashiers have been greatly assisted with improved equipment, mechanical aids have not made great inroads on the requirements of men and women in these positions. The estimate for 1968 of 1,000 persons in this job category, with 1,225 for 1975 are not total figures. The smaller restaurants and taverns usually have someone with regular and multiple duties handle the cash register.

Clerical Workers
Various Types

The estimate for 1968 of 125 and the projection of 150 for 1975 may seem too modest. The figures do not take into account the performance of clerical tasks by persons not so classified and who perform other tasks.

Bakers

The estimate for 1968 was 150 and the projection to 1975 was 200. It is difficult to determine what the future holds for bakers in the eating and beverage establishments. Regular and specialty bakeries have taken over a good portion of the demand for bakery products by eating and beverage establishments. In New Orleans, Lafayette and other cities, great emphasis is placed on such products as French bread, Italian bread and other bakery products that go back to the earliest history of Louisiana.

Drivers and
Routemen

For 1968 the estimate was 200 and the projection to 1975 was 250. It is not believed that there will be any down trend for employment for drivers and routemen for eating and beverage establishments. A number of taverns and restaurants encourage their patrons to make use of their delivery service. The custom of having food and drink sent to apartments and homes on holidays has been growing in popularity and it is very likely that the custom will spread.

Bartenders

There were 2,150 according to the estimate for 1968 and it is expected to grow to 2,650 by 1975. The head bartender usually has tasks beyond those of preparing and serving drinks. He may have management duties with responsibility for the stock and ordering for future requirements.

Cooks

The estimate for 1968 was 4,950 and the projection for 1975 was 6,100. The preparation of Creole dishes is a very exacting art and connoisseurs are quick to detect the slightest departure from accepted standards. There are many different types of cooks, from the more general to the highly specialized. While most of the cooks are required in restaurants, hotels and motels, there is also a demand for all-around cooks on tow boats. These are substantial jobs with diverse requirements.

Counter and
Fountain Workers

The estimate for 1968 was 1,400 and for 1975, the projection was 1,750. The trend in eating and drinking establishments being what it is, it might be expected that the need for counter and fountain workers will increase.

Waiters and
Waitresses

The estimate for 1968 was 9,575 and the projection to 1975 indicates 11,800. With the strong emphasis being placed on self-service and labor saving equipment, no sharp increase beyond that shown for 1975 is expected.

Charwomen, Cleaners
and Janitors

The estimate for 1968 was 475 and the projection to 1975 was 600. The tasks in these work categories are constantly being assisted with refined mechanical equipment and what seems to be an endless variety of chemicals. Architecture, design and interior decoration take the clean-

ing and maintenance problems into full account, always with the objective to make these tasks less distasteful and more efficient with less labor output. The number of jobs projected to 1975 will probably continue for the next decade with no leveling off, but neither with an appreciable increase.

TABLE 4
OCCUPATIONS IN EATING AND BEVERAGE ESTABLISHMENTS
WITH 50 OR MORE EMPLOYEES, ESTIMATED FOR 1968 AND PROJECTED TO 1975, LOUISIANA

	NUMBER OF EMPLOYEES	
OCCUPATIONS	1968	1975
Entertainers	225	275
Managers & Proprietors	5,425	6,700
Stenographers, Typists & Secretaries	100	125
Accounting Clerks	75	100
Bookkeepers	125	150
Cashiers	1,000	1,225
Clerical Workers - various types	125	150
Bakers	150	200
Drivers & Routemen	200	250
Bartenders	2,150	2,650
Cooks	4,950	6,100
Counter & Fountain Workers	1,400	1,750
Waiters & Waitresses	9,575	11,800
Charwomen & Cleaners	250	325
Janitors	225	275
Miscellaneous Workers	5,725	7,025
TOTAL	31,700	39,100